

R 012307Z DEC 00
FM SECSTATE WASHDC
TO ALL DIPLOMATIC AND CONSULAR POSTS
SPECIAL EMBASSY PROGRAM

UNCLAS STATE 229009

SIPDIS

FOR PAOS AND CAOS

E.O. 12958: N/A

TAGS: KPAO OEXC SCUL

SUBJECT: OFFICE OF CITIZEN EXCHANGES GRANT TO THE AMERICAN ASSOCIATION OF MUSEUMS

¶1. ACTION SUMMARY: THIS TELEGRAM HAS BEEN CLEARED WITH M/PP (SEP). U.S. DEPARTMENT OF STATE#S OFFICE OF CITIZEN EXCHANGES IS PLEASED TO ANNOUNCE A GRANT AWARD TO THE AMERICAN ASSOCIATION OF MUSEUMS (AAM) FOR THE INTERNATIONAL PARTNERSHIPS AMONG MUSEUMS (IPAM) PROGRAM. THE GOAL OF THIS PROGRAM IS TO ESTABLISH MUTUALLY BENEFICIAL, SUSTAINABLE LINKAGES BETWEEN MUSEUMS IN THE U.S. AND

ABROAD. THIS 2001-2003 GRANT WILL PROVIDE FOR 20 LINKAGES, AND AAM WILL RAISE PRIVATE FUNDING FOR AN ADDITIONAL 7 LINKAGES TO BE DISTRIBUTED EQUITABLY AMONG PARTICIPATING GEOGRAPHIC AREAS. PUBLIC AFFAIRS SECTIONS WILL BE ASKED TO ASSIS IN COORDINATING THESE LINKAGES AS WELL. IPAM PROVIDES A UNIQUE INTERCULTURAL OPPORTUNITY FOR MUSEUMS IN THE U.S. AND THEIR COUNTERPART INSTITUTIONS OVERSEAS TO ESTABLISH LASTING TIES BY CONDUCTING JOINT OR COMPLEMENTARY PROJECTS AND EXCHANGING MID-LEVEL STAFF MEMBERS FOR RESIDENCIES OF AT LEAST 31 DAYS AT EACH PARTNER MUSEUM. INTERESTED POSTS ARE ASKED TO CABLE THEIR INTENTION TO PARTICIPATE IN THE IPAM COMPETITION BY C.O.B. JANUARY 8, ¶2001. FUTURE COMMUNICATIONS REGARDING THE AAM/IPAM PROGRAM WILL BE SENT ONLY TO POSTS INDICATING THEIR INTENTION TO PARTICIPATE IN THE PROGRAM. END OF SUMMARY.

¶2. IN PREVIOUS CYCLES OF THIS PROGRAM, PARTICIPATING INSTITUTIONS HAVE GAINED: (A) AN OPPORTUNITY TO PROMOTE INSTITUTIONAL DEVELOPMENT WHILE ENHANCING THE MUSEUM#S ABILITY TO ENRICH ITS OWN COMMUNITY; (B) INCREASED SHARING OF INNOVATIVE EDUCATIONAL AND FUNDING RESOURCES AMONG MUSEUMS AND THEIR COMMUNITIES; (C) ACCESS TO VARIED OBJECT COLLECTIONS, MANAGEMENT PRINCIPLES AND CURATORIAL TECHNIQUES; (D) THE IMPETUS AND TIME TO INVOLVE ALL STAFF MEMBERS IN CREATING A PROJECT OF INTEREST TO BOTH INSTITUTIONS.

¶3. MUSEUMS OF ANY SIZE AND DISCIPLINE, IN THE UNITED STATES AND ABROAD, ARE ELIGIBLE TO TAKE PART IN THIS PROGRAM (SEE PARAGRAPH 7 BELOW). PARTICIPATING STAFF MEMBERS MAY COME FROM ANY FIELD OF PROFESSIONAL SPECIALIZATION. COOPERATIVE PROJECTS MAY FOCUS ON A WIDE RANGE OF TOPICS INCLUDING, BUT NOT LIMITED TO, COLLECTION STEWARDSHIP, EDUCATION/INTERPRETATION, CULTURAL TOURISM, MARKETING, AND EXHIBIT DEVELOPMENT AND DESIGN (PLEASE SEE PARAGRAPH 5 FOR APPLICATION DETAILS).

¶4. IN ORDER TO ENCOURAGE SUBSTANTIAL, DIRECT LINKAGES BETWEEN U.S. MUSEUMS AND THEIR OVERSEAS PARTNERS, THE EXCHANGE WILL REQUIRE INSTITUTIONAL COMMITMENT IN ADDITION TO INDIVIDUAL PARTICIPANT INVOLVEMENT. U.S. AND NON-U.S. MUSEUMS WILL DESIGN AND AGREE UPON A JOINT OR COMPLEMENTARY PROJECT DURING THE APPLICATION PHASE.

¶5. POSTS IN COUNTRIES WTH WHICH THE USG HAS A BILATERAL CULTURAL PROPERTY AGREEMENT MAY FIND THAT IPAM IS AN OPPORTUNITY TO FURTHER THOSE AGREEMENTS UNDER ARTICLE II, WHICH CONCERNS LONG-TERM STRATEGIES FOR PROTECTING THE CULTURAL PATRIMONY. MUSEUMS ARE INTEGRAL TO SUCH STRATEGIES, PARTICULARLY WITH REGARD TO ADVANCING CULTURAL, EDUCATIONAL AND SCIENTIFIC EXCHANGES. CURRENTLY THERE ARE BILATERAL AGREEMENTS WITH CANADA, PERU, GUATEMALA, EL SALVADOR, NICARAGUA, AND MALI. ALTHOUGH CAMBODIA AND

CYPRUS HAVE EMERGENCY CULTURAL PROPERTY PROTECTION AT THE MOMENT, THEY SHOULD ALSO BE CONSIDERED FOR THIS PROGRAM AS CULTURAL PROPERTY AGREEMENTS ARE PENDING. SUCH AGREEMENTS ARE ALSO PENDING WITH ITALY AND BOLIVIA. FOR GUIDANCE ON THIS PLEASE CONTACT THE CULTURAL PROPERTY STAFF (ECA/P/C) AT 619-6612; ALSO CONSULT THE CULTURAL PROPERTY WEBSITE: <HTTP://EXCHANGES.STATE.GOV/EDUCATION/CULPROP> FOR COPIES OF

AGREEMENTS AND RELATED INFORMATION.

¶6. THE PROGRAM OPERATES UNDER A TWO-PHASED APPLICATION COMPETITION: PARTICIPATING PUBLIC AFFAIRS SECTIONS WILL BE THE EXCLUSIVE CHANNELS FOR NOMINATING MUSEUMS OUTSIDE THE U.S. MUSEUMS IN THE U.S. WILL APPLY DIRECTLY TO AAM.

6A. FIRST PHASE: THE AAM WILL PROVIDE INTERESTE NOMINATING OFFICERS AT POSTS WITH A DESIGNATED PAGE ON THE AAM WEB SITE WHICH WILL CONTAIN ALL APPLICATION AND IPAM INFORMATION MATERIAL. INCLUDED IN THIS INFORMATION WILL BE A STEP-BY-STEP DESCRIPTION OF HOW A MUSEUM OUTSIDE THE U.S. CAN APPLY. ACCESS TO THIS WEB PAGE WILL BE LIMITED. ONLY PUBLIC AFFAIRS SECTION OFFICERS WHO HAVE EXPRESSED INTEREST IN PARTICIPATING AND WHO HAVE NOMINATED MUSEUMS WILL BE PROVIDED WITH THE WEB ADDRESS TO ACCESS THIS INFORMATION. IF A POST IS NOT ABLE TO ACCESS THE WEB PAGE, HARD COPIES OF THIS INFORMATION WILL BE SENT UPON REQUEST. THE FIRST STEP IS A SHORT APPLICATION FORM WHICH SHOULD BE BOTH FAXED AND MAILED TO ARRIVE AT AAM NO LATER THAN C.O.B. MARCH 23, **¶2001.** U.S. MUSEUMS WILL SUBMIT THEIR APPLICATIONS DIRECTLY TO AAM BY THE SAME DATE. AFTER A TECHNICAL REVIEW BY AAM STAFF, APPLICANTS WILL PROCEED TO PHASE TWO OF THE COMPETITION.

6B. AS IPAM HAS GROWN IN SIZE AND POPULARITY, AAM HAS BEEN CONTACTED BY INTERESTED INSTITUTIONS ABROAD AS WELL AS BY U.S. MUSEUMS INTERESTED IN FORMING PARTNERSHIPS WITH SPECIFIC MUSEUMS ABROAD. AAM HAS INSTRUCTED SUCH INSTITUTIONS TO MAKE THEIR INTEREST KNOWN TO THE APPROPRIATE PUBLIC AFFAIRS SECTIONS NO LATER THAN FEBRUARY 16, 2001 IN ORDER TO ALLOW POSTS TIME TO MAKE THEIR FINAL DECISIONS.

6C. SECOND PHASE: PARTICIPATING PUBLIC AFFAIRS SECTIONS WHOSE NOMINEES HAVE PASSED THE PHASE ONE TECHNICAL REVIEW WILL RECEIVE A BOOKLET CONTAINING THE APPLICATIONS OF ALL U.S. PHASE ONE APPLICANTS, INSTRUCTIONS FOR CONDUCTING PHASE TWO, AND THE PHASE TWO APPLICATION FORM. THE INSTRUCTIONS AND APPLICATION FORM WILL ALSO APPEAR ON THE

IPAM PAGE OF AAM#S WEB SITE. U.S. APPLICANTS WILL, IN TURN, RECEIVE A BOOKLET CONTAINING THE NON-U.S. PHASE ONE APPLICATIONS, INSTRUCTIONS FOR CONDUCTING PHASE TWO, AND THEIR PHASE TWO APPLICATION FORM. U.S. MUSEUMS WILL TAKE THE LEAD IN CONTACTING MUSEUMS IN OTHER COUNTRIES WITH WHICH THEY ARE INTERESTED IN PARTNERING. DURING THIS SECOND PHASE OF THE COMPETITION BOTH ECA/PE/C/EUR AND AAM STAFF WILL PLAY A SECONDARY, BACK-UP ROLE. COMMUNICATIONS BETWEEN U.S. AND NON-U.S. MUSEUMS WILL FLOW EITHER THROUGH PUBLIC AFFAIRS SECTIONS IN THE FORM OF TELEPHONE CALLS, FAX MESSAGES, E-MAIL MESSAGES, AND APO OR POUCH MAIL OR DIRECTLY FROM ONE INSTITUTION TO THE OTHER WITH COPIES GOING TO THE POSTS. IN THESE COMMUNICATIONS BOTH MUSEUMS WILL PROPOSE TO ONE ANOTHER JOINT OR COMPLEMENTARY PROJECTS TO BE UNDERTAKEN. THE PROSPECTIVE PARTNER MUSEUMS WILL THEN FORMULATE THESE PROJECTS UNDER GUIDELINES PROVIDED BY THE AAM. AS PART OF THE APPLICATION PROCESS, MUSEUM PARTNERS WILL DEVELOP A TENTATIVE PROJECT TIMETABLE UPON WHICH THEY WILL PROCEED IF THEY ARE SELECTED FOR AN IPAM AWARD.

6D. ONCE SUITABLE AND MUTUALLY ACCEPTABLE JOINT OR COMPLEMENTARY PROJECTS HAVE BEEN DEVELOPED BY EACH OF THE PARTNERED INSTITUTIONS, THE U.S. PARTNER WILL PREPARE AND PRESENT THE PROJECT PROPOSAL AS PART OF ITS PORTION OF THE FINAL APPLICATION MATERIAL. COMPLETED PHASE TWO APPLICATIONS ARE DUE BY C.O.B. OCTOBER 12, 2001, FROM BOTH U.S. AND NON-U.S. MUSEUS. THE AAM WILL THEN CONVENE A SELECTION COMMITTEE TO CHOOSE IPAM AWARD-WINNERS FROM AMONG

THE COMPLETED APPLICATIONS. THE IPAM SELECTION COMMITTEE WILL BE COMPRISSED OF THREE IPAM PARTICIPANTS FROM THE PREVIOUS 1999-2001 IPAM CYCLE WHO REPRESENT VARIOUS MUSEUMS TYPES AND HAVE EXPERIENCE IN VARIOUS REGIONS OF THE WORLD. ECA/PE/C/EUR AND AAM STAFF WILL BE IN ATTENDANCE TO FACILITATE THE SELECTION PROCESS.

6E. IPAM AWARDS: THE SELECTION COMMITTEE WILL SELECT AWARD WINNERS BASED ON THE FOLLOWING CRITERIA: (A) SIMILARITY OF PARTNERS# INSTITUTIONAL OBJECTIVES; (B) VIABILITY OF THE PROPOSED PROJECT; (C) POTENTIAL FOR

LONG-TERM CONTINUATION OF AN INSTITUTIONAL RELATIONSHIP AND (D) STAFF MEMBER#S SIMILARITY OF PROFESSIONAL SPECIALIZATION AND POTENTIAL FOR LEADERSHIP IN THE MUSEUM COMMUNITY.

PROGRAM TIMETABLE:

OCTOBER 2000 - JANUARY 2001: ANNOUNCEMENT OF AAM/IPAM PROGRAM TO BOTH U.S. MUSEUMS AND PUBLIC AFFAIRS SECTIONS WORLDWIDE.

OCTOBER - NOVEMBER 2000: AAM/IPAM STAFF MARKET THE IPAM PROGRAM AT SIX U.S. REGIONAL MUSEUM ASSOCIATION MEETINGS AND THE ASSOCIATION OF SCIENCE AND TECHNOLOGY CENTERS MEETING, DISTRIBUTING APPLICATIONS AND COUNSELING INTERESTED INSTITUTIONS.

JANUARY - FEBRUARY 16, 2001: PERIOD DURING WHICH U.S. AND NON-U.S. MUSEUMS CAN APPROACH POSTS WITH SUGGESTIONS FOR NOMINATIONS. PUBLIC AFFAIRS SECTION FINAL NOMINATION

CHOICES ARE NOT BOUND BY THESE SUGGESTIONS.

MARCH 23, 2001: PHASE 1 APPLICATION DEADLINE FOR BOTH U.S. AND NON-U.S. MUSEUMS.

AAM/IPAM STAFF WILL PERFORM TECHNICAL REVIEW OF ALL APPLICATIONS TO DETERMINE ELIGIBILITY AND PREPARE BOOKLETS TO ANNOUNCE POTENTIAL PARTNERS TO BOTH U.S. AND NON-U.S. CONSTITUENCIES.

APRIL 2001: BOOKLETS CONTAINING PHASE 1 APPLICATIONS AND PHASE 2 INSTRUCTIONS WILL BE MAILED TO EACH U.S. PHASE 1 APPLICANT AND EACH NOMINATING PUBLIC AFFAIRS SECTION. PHASE 2 APPLICATIONS AND INSTRUCTIONS WILL ALSO BE AVAILABLE ON THE IPAM PAGE OF THE AAM WEB SITE.

APRIL - SEPTEMBER 2001: MUSEUMS COMMUNICATE DIRECTLY OR THROUGH PUBLIC AFFAIRS SECTION TO JOINTLY DEVELOP A COOPERATIVE PROJECT PROPOSAL.

OCTOBER 23, 2001: PHASE 2 CLOSES WITH APPLICATION DEADLINE FOR FINAL IPAM APPLICATION FROM U.S. AND NON-U.S. MUSEUMS.

DECEMBER 6-7, 2001: AAM SELECTION COMMITTEE MEETS.

MID-DECEMBER, 2001: NOTIFICATION LETTERS MAILED TO ALL APPLICANTS. SUCCESSFUL APPLICANTS RECEIVE A PACKET WITH INSTRUCTIONS FOR PROCEEDING WITH IPAM EXCHANGE.

MARCH 2002 - MAY 2003: EXCHANGE TRAVEL TAKES PLACE.

7. ACTION REQUESTED:

7A. INTERESTED PUBLIC AFFAIRS SECTIONS ARE ASKED TO CABLE THEIR INTENTION TO PARTICIPATE IN THE AAM/IPAM COMPETITION BY C.O.B. JANUARY 8, 2001. FUTURE COMMUNICATIONS REGARDING THE AAM/IPAM PROGRAM WILL BE SENT ONLY TO PUBLIC AFFAIRS SECTIONS INDICATING THEIR INTENTION TO PARTICIPATE IN THE COMPETITION.

7B. DURING THE SECOND PHASE OF COPETITION, U.S. MUSEUMS WILL COMMUNICATE EITHER DIRECTLY THROUGH POSTS OR TO MUSEUMS WITH COPIES TO POSTS TO EXPLORE POSSIBILITIES OF LINKAGES AND DEVELOP PROJECTS WITH THE MUSEUMS NOMINATED BY THE POSTS. THEREFORE, RESPONSE CABLES SHOULD FURTHER

INCLUDE THE FOLLOWING INFORMATION: (A) NAME AND TITLE OF THE DESIGNATED OFFICER AT THE POST FOR THE AAM/IPAM PROGRAM; (B) OFFICER#S E-MAIL ADDRESS; (C) POST'S TELEPHONE NUMBER INCLUDING COUNTRY AND CITY CODES AND THE TIME DIFFERENCE BETWEEN POST AND EASTERN STANDARD TIME; (D) POST'S FAX NUMBER AND SOME INDICATION OF ITS RELIABILITY; (E) POST'S APO ADDRESS OR POUCH MAILING ADDRESS, WITH SOME INDICATION OF TIME MAIL TAKES TO/FROM THE U.S.; (F) POSTS FULL STREET ADDRESS FOR EXPRESS MAIL DELIVERY PURPOSES; (G) AN INDICATION OF WHETHER POST IS CAPABLE OF ACCESSING ON A REGULAR BASIS INSTRUCTIONAL AND APPLICATION MATERIAL FROM AAM#S WEB SITE.

¶18. IN DECIDING WHICH HOST-COUNTRY MUSEUMS TO NOMINATE FOR THE AAM/IPAM PROGRAM, POSTS SHOULD CONSIDER MUSEUMS IN THE FOLLOWING AAM CATEGORIES; ART MUSEUMS, HISTORY MUSEUMS

(INCLUDING HISTORIC SITE MUSEUMS), NATURAL HISTORY MUSEUMS, SCIENCE AND TECHNOLOGY CENTERS, CHILDREN'S MUSEUMS, ZOOS/AQUARIA, AND BOTANIC GARDENS/NATURE CENTERS.

¶19. AAM WILL PROVIDE INTERESTED PUBLIC AFFAIRS SECTION OFFICERS WITH THE ADDRESS OF AN IPAM DESIGNATED WEB PAGE ON AAM#S WEB SITE THAT WILL CONTAIN STEP-BY-STEP INSTRUCTIONS ON HOW TO APPLY, APPLICATION FORMS, AND A PROGRAM DESCRIPTION.. IF YOUR POST IS NOT ABLE TO ACCESS THE WEB, HARD COPIES OF THIS INFORMATION WILL BE SENT TO YOU UPON REQUEST.

¶10. PLEASE ADDRESS CABLES REGARDING THE AAM/IPAM PROGRAM TO ECA/PE/C/EUR CHRIS MINER - PHONE (202) 401-7342, FAX (202) 619-4350, EMAIL CMINER@PD.STATE.GOV. THE PROGRAM OFFICERS RESPONSIBLE FOR IPAM AT AAM ARE HELEN WECHSLER AND LEE BICKERSTAFF - PHONE (202)289-9115, FAX (202) 289-6578, EMAIL: INTERNATIONAL@AAM-US.ORG. ECA/PE/C/EUR AND AAM LOOK FORWARD TO YOUR RESPONSES. THANK YOU AND REGARDS.

¶11. MINIMIZE CONSIDERED.
TALBOTT